

### REMARKS

The final Office Action dated May 30, 2008 has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1-17 and 21-25 are now pending in this application. Claims 1-17 and 21-25 stand rejected.

Applicants and the undersigned wish to thank Examiner Chojnacki for the courtesies she extended in a telephonic interview with Michael Anslinger on October 31, 2008. During the interview, the pending Section 102 rejections based on U.S. Patent 6,647,383 to August, et al. (hereinafter referred to as "August") were discussed. The pending Section 112 rejections were also discussed. No agreement with respect to the claims was reached. Although no agreement was reached, progress was made with the Examiner. In fact, the Examiner suggested at least some of the claim changes included within this Amendment for overcoming the current rejections. This amendment has been made in consequence thereof. Applicants respectfully submit that this Amendment places this application in condition for allowance. If the Examiner wishes to discuss this amendment any further, please feel free to contact the undersigned directly.

The rejection of Claims 2, 10, 12, and 22 under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement is respectfully traversed. Applicants have amended Claim 2 to recite, among other things, that "the search zoom tool includes a user interactive selection bar that enables the user to display a subset of the search results by selecting a type of search result . . . wherein displaying a subset of the search results further comprises: displaying the first subset of the search results when the user selects a business community type on the selection bar . . . displaying the second subset of the search results when the user selects a sub-business community type on the selection bar . . . displaying the third subset of the search results when the user selects a customized business community type on the selection bar...." Applicants submit that the originally filed specification at, for example, paragraphs [0030] through [0036] clearly describes an interactive selection bar from which a user may select a type of search result from among a

number of progressively narrower types of search results. Accordingly, Applicants submit that the subject matter of amended Claim 2 is described in the specification in such a way as to reasonably convey to one skilled in the art that Applicants, at the time the application was filed, had possession of the claimed invention.

Claims 10, 12, and 22 have each been amended similar to Claim 2. Accordingly, Applicants submit that the subject matter of amended Claims 10, 12, and 22 is described in the specification in such a way as to reasonably convey to one skilled in the art that Applicants, at the time the application was filed, had possession of the claimed invention.

For at least the reasons set forth above, Applicants respectfully request that the Section 112, first paragraph, rejection of Claims 2, 10, 12, and 22 be withdrawn.

The rejection of Claims 1-17 and 21-25 under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent 6,647,383 to August is respectfully traversed.

Initially, Applicants respectfully submit that August does not describe or suggest the claimed invention. More specifically, August does not describe or suggest displaying a subset of search results as a result of a user selecting a search zoom tool, wherein the search zoom tool enables the user to display a first subset of search results based on a business community assigned to the user, a second subset of the search results that is included in the first subset and is based on a sub-business community assigned to the user, and a third subset that is included in the second subset and is based on a customized business community assigned to the user, as is described in the originally filed specification at, for example, paragraphs [0030] through [0036]. Rather, August describes tag clouds that are used to reduce a set of broad search results into multiple separate groups that are not subsets of each other. In contrast to the claimed invention, August describes at column 9, lines 11-22, that search results are presented as a "bird's eye view" in which each search result is grouped into between four and ten groups using scatter grams in order to show relationships among resulting groups using colors, shapes, or other attributes to differentiate the groups from each other. However, August does not describe that the search results may be increasingly

narrowed using a search zoom tool, wherein each successively narrower subset of search results is included in a wider subset.

August describes a method of information searching using tag clouds that are based on communities of interest. The method includes gathering data from searches performed by a plurality of users. The data is analyzed to determine which searches have been performed and what the users did with the search results. The data is also analyzed to determine a popular pick for each search. The popular pick is the last URL that has been reached as a result of a search. Because the popular pick is the last URL that the user visited as a result of the search, it is assumed that that URL was the goal of the user's search. Both the popular pick and the search are stored in a database, along with user data that enables search results to be personalized for the user, such as age, apparent level of education, context of the person (work, school, shopping), and/or language skills used in the search. A lexical analysis is also completed for the search terms in order to personalize the search results for the user according to context. The lexical analysis enables search results to be personalized according to the context of the search terms entered by the user. In addition, the search results may be personalized for the user based on the user's communities of interest based on such data as age, address, education, clubs, interests, employer, family members, groups, church, language, etc.

Claim 1 recites a method for displaying search results using a computer. The method includes "storing data files within a plurality of databases wherein each data file includes a business community identifier and a sub-business community identifier, each business community identifier represents a business community the corresponding data file is assigned to, and each sub-business community identifier represents a sub-business community the corresponding data file is assigned to . . . inputting into the computer user data including at least one of an organization associated with a user, a function associated with the user, and a geographic location of the user . . . assigning the user to at least one business community and at least one sub-business community based on the user data . . . assigning the user to at least one customized business community by enabling the user to input the at least one customized business community into the computer . . . prompting the user to enter search terms into the

computer for performing a search for information . . . displaying on the computer search results from the plurality of databases, each search result satisfies the entered search terms, each search result includes at least one of the stored data files and the business community identifier and the sub-business community identifier associated therewith . . . displaying a subset of the search results as a result of the user selecting a search zoom tool displayed on the computer, *the search zoom tool enables the user to display a first subset of the search results based on the business community assigned to the user, a second subset of the search results that is included in the first subset and based on the sub-business community assigned to the user, and a third subset of the search results that is included in the second subset and based on the at least one customized business community assigned to the user*, each of the subsets also based on the business community identifier and sub-business community identifier included within each search result, the displayed subset of search results includes each search result from the performed search having been previously assigned to the corresponding user selection.” (Emphasis added.)

August does not describe or suggest a method for display search results using a computer, as is recited in Claim 1. More specifically, August does not describe or suggest displaying a subset of search results as a result of a user selecting a search zoom tool, wherein the search zoom tool enables the user to display a first subset of search results based on a business community assigned to the user, a second subset of the search results that is included in the first subset and is based on a sub-business community assigned to the user, and a third subset that is included in the second subset and is based on a customized business community assigned to the user. Rather, August describes displaying search results to a user based on previous searches completed by the user as well as other users, based on contextual processing of the entered search terms, and/or based on communities of interest to which the user belongs, wherein the search results are displayed via tag clouds that are used to reduce a set of broad search results into multiple separate groups that are not subsets of each other.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over August.

Claims 2-7 and 24 depend from independent Claim 1. When the recitations of Claims 2-7 and 24 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 2-7 and 24 likewise are patentable over August.

Claim 8 recites a computer that includes a user interface and a processor, wherein the processor is programmed to “store data files within at least one database wherein each data file includes a business community identifier and a sub-business community identifier, the at least one database is coupled to the computer, each business community identifier represents a business community the corresponding data file is assigned to, and each sub-business community identifier represents a sub-business community the corresponding data file is assigned to . . . receive user data including at least one of an organization associated with a user, a function associated with the user, and a geographic location of the user . . . assign the user to at least one business community and at least one sub-business community based on the user data . . . assign the user to at least one customized business community by enabling the user to input the at least one customized business community the user desires to be assigned to . . . prompt the user to enter search terms for performing a search for information . . . display on said user interface search results from the at least one database, each search result satisfies the entered search terms, each search result includes at least one of the stored data files and the business community identifier and the sub-business community identifier associated therewith . . . display on said user interface a subset of the search results as a result of the user selecting a search zoom tool displayed on the user interface, *the search zoom tool enables the user to display a first subset of the search result based on the business community assigned to the user, a second subset of the search results that is included in the first subset and based on the sub-business community assigned to the user, and a third subset of the search results that is included in the second subset and based on the at least one customized business community assigned to the user*, each of the subsets also based on the business community identifier and sub-business community identifier included within each search result, the displayed subset of search results includes each search result from the performed search having been previously assigned to the corresponding user selection.” (Emphasis added).

August does not describe or suggest a computer, as is recited in Claim 8. More specifically, August does not describe or suggest a computer that includes a processor programmed to display a subset of search results as a result of a user selecting a search zoom tool, wherein the search zoom tool enables the user to display a first subset of search results based on a business community assigned to the user, a second subset of the search results that is included in the first subset and is based on a sub-business community assigned to the user, and a third subset that is included in the second subset and is based on a customized business community assigned to the user. Rather, August describes displaying search results to a user based on previous searches completed by the user as well as other users, based on contextual processing of the entered search terms, and/or based on communities of interest to which the user belongs, wherein the search results are displayed via tag clouds that are used to reduce a set of broad search results into multiple separate groups that are not subsets of each other.

Accordingly, for at least the reasons set forth above, Claim 8 is submitted to be patentable over August.

Claims 9-17 and 25 depend from independent Claim 8. When the recitations of Claims 9-17 and 25 are considered in combination with the recitations of Claim 8, Applicants submit that dependent Claims 9-17 and 25 likewise are patentable over August.

Claim 21 recites a computer program embodied on a computer readable medium for displaying search results on a user interface coupled to a computer, wherein the program includes a code segment that receives user data including at least one of an organization associated with a user, a function associated with the user, and a geographic location of the user. The code segment also "stores data files within at least one database wherein each data file includes a business community identifier and a sub-business community identifier, each business community identifier represents a business community the corresponding data file is assigned to, and each sub-business community identifier represents a sub-business community the corresponding data file is assigned to . . . assigns the user to at least one business community and at least one sub-business community based on the user data . . . assigns the user to at least one customized business community by enabling the user to input the at least one customized business community that the user desires to be assigned to . . .

prompts the user to enter search terms for performing a search for information . . . displays on the user interface search results from the at least one database, each search result satisfies the entered search terms, each search result includes at least one of the stored data files and the business community identifier and the sub-business community identifier associated therewith . . . displays on the user interface a subset of the search results as a result of the user selecting a search zoom tool displayed on the computer, *the search zoom tool enables the user to display a first subset of the search results based on the business community assigned to the user, a second subset of the search results that is included in the first subset and based on the sub-business community assigned to the user, and a third subset of the search results that is included in the second subset and based on the at least one customized business community assigned to the user, each of the subsets also based on the business community identifier and sub-business community identifier included within each search result, the displayed subset of search results includes each search result from the performed search having been previously assigned to the corresponding user selection.*" (Emphasis added.)

August does not describe or suggest a computer program embodied on a computer readable medium for displaying search results on a user interface, as is recited in Claim 21. More specifically, August does not describe or suggest a computer program that includes a code segment that displays a subset of search results as a result of a user selecting a search zoom tool, wherein the search zoom tool enables the user to display a first subset of search results based on a business community assigned to the user, a second subset of the search results that is included in the first subset and is based on a sub-business community assigned to the user, and a third subset that is included in the second subset and is based on a customized business community assigned to the user. Rather, August describes displaying search results to a user based on previous searches completed by the user as well as other users, based on contextual processing of the entered search terms, and/or based on communities of interest to which the user belongs, wherein the search results are displayed via tag clouds that are used to reduce a set of broad search results into multiple separate groups that are not subsets of each other.

Accordingly, for at least the reasons set forth above, Claim 21 is submitted to be patentable over August.

Claims 22 and 23 depend from independent Claim 21. When the recitations of Claims 22 and 23 are considered in combination with the recitations of Claim 21, Applicants submit that dependent Claims 22 and 23 likewise are patentable over August.

For at least the reasons set forth above, Applicants respectfully request that the Section 102 rejection of Claims 1-17 and 21-25 be withdrawn.

In view of the foregoing amendment and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully submitted,



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